

We are looking for a Community Building Expert

Keywords: EC funded projects / Communication / ICT Innovation

Job category: EC Funded Projects Community Building and Communication

Job location: Zurich, Switzerland

Contract: Full Time - Permanent position

Start date: Q4 2023 / Q1 2024

Salary: Depending on the experience of the candidate, to be discussed

Holiday: 25 days per annum, plus statutory holidays

Job description and responsibilities

As a Community Building Expert in Martel you will contribute to develop and manage community building, stakeholders' engagement, communication, and media presence for European-funded projects in various ICT fields, focusing for instance on Cloud/Edge computing, IoT, AI, 6G technologies, SatComms, but also in the healthcare and environmental/sustainability sectors.

Your day-to-day responsibilities might include a mix of the following tasks:

- + Shape and run participatory processes building and activating communities of experts across different R&I domains with a strong ICT focus, but cutting across a variety of application domains, such as Smart Cities, HealthCare, Smart Mobility, Energy/Transport.
- + Identify, engage and manage the online and offline communication with community members, identifying and/or setting up comms channels, routines and tools, but also providing engaging text, image, and video content for social media/online marketing.
- + Design, organise, and facilitate meetings, workshops, events and other participatory processes, with representatives of the European Commission, researchers, industries, innovators, but also with influencers, civil society players, media players.
- + Animate online forums (on LinkedIn and other online platforms) topic-based discussion threads, monitoring, answering questions and addressing issues, and suggesting connections and collaborations, while ensuring the engagement of the group and promoting a positive environment for community members.
- + Facilitate the creation of partnerships, synergies and opportunities with other communities as well as with key groups/stakeholders.

- + Translate abstract information into attractive visual concepts for the communities, to be mapped into whitepapers, reports, digital maps, manuals, tools, booklets, websites.
- + Shape and manage communication and community management platforms and tools.
- + Shape and manage mechanisms and tools to support experience and knowledge sharing among the communities' members.
- + Provide contributions to briefings for policy makers and innovation communities.

You will be active in a friendly international environment and take part to national and international Research and Innovation projects across Europe (and beyond from time to time). In this respect some travelling mostly in Europe will be entailed.

Fit for the challenge

- + Strong experience in building and managing ICT industry communities
- + Proven experience in organising events online and offline
- + Positive, outgoing and able to connect with diverse stakeholder groups
- + Communication and social media experience – a must. We need someone who can navigate WordPress and understands Twitter and Facebook for business to start with.
- + Writing skills – a background in journalism or experience with writing helps as you will be creating content for our company, projects, events, customers and / or partners.
- + Good understanding of the ICT industry - at least of a subset of specific domains our projects and customers are active in (IoT, Cloud, Telecoms, AI, etc.).

More specifically:

- + Native or excellent English.
- + Proven experience in the context of EC funded projects' community building activities.
- + Previous experience in PR and event management.
- + Creative, open-minded, flexible, multitask, proactive, with strong time management skills.

What could be a plus?

- + Knowledgeable and previous experience in the ICT context.
- + A Master's degree (or equivalent) in Communication / Media / Journalism.

Do you want to apply?

Please, send:

- + Your CV
- + Motivation letter (clearly elaborate on why you are the right person for the job)
- + A selection of your best editorial work (only electronic)

via email to careers@martel-innovate.com indicating **“Community Building Expert”** in the subject.

About Martel Innovate

Martel is a dynamic digital innovation agency with more than 25 years' experience empowering organisations across Europe and worldwide, throughout their journey from novel ideas to technological implementation, media and market strategy. After more than one hundred cutting edge projects, Martel has grown from its origins as a small consulting agency into a thriving organisation with offices in Switzerland and in the Netherlands.

Building on its foundation in European Commission funded project management consulting, Martel's business has diversified to include research and development activities in several advanced domains, but also a broad palette of communication, marketing, and media services.

With a skilled and passionate team, Martel helps its customers and partners achieve ambitious innovation goals in an impactful and sustainable way. Martel offers support and guidance spanning from securing funds and providing expertise in selected ICT domains, to brand building and strategic communication and marketing.

Martel also offers dedicated training on Horizon Europe mechanisms, on media and communication for science and technology, and on advanced topics in Cloud Computing, Edge Computing, Internet of Things, Artificial Intelligence and open-source Software Engineering.